

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 256888

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Elise Cloyd / Mentzer Media
Name
600 Fairmount Ave, Ste. 306 Towson, MD 21286
Address

Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:

James L. Martin

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the Primary Election, General Election, or Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is GO PLUS ASSOC.
- b. The Purchaser is _____.

NOTE: If the ad relates to an issue of state or local (not national) importance
and does not refer to a candidate, only this Form should be filed in the Political
File. Do not file the Order.



WKMG

ORDER

Print Date 08/14/12 Page 1 of 2

Flight Dates 08/22/12-08/28/12

Contract / Revision

256888 /

Product**60 PLUS ASSOC SENATE**Order Sep 00:15:00Original Date / Revision

08/14/12 08/14/12

Estimate # 1907Alt Order # 06277819Billing Type CashAdvertiser**POL/60 Plus Association**Agency Com 15%Order Type GENERALBilling ContactBilling Cycle EOM/EOC**600 Fairmount Ave., Ste 306
Towson, MD 21286-1002**Billing Calendar BROADCASTAgency **Mentzer Media Services**Demographic A50+Buying Contact **Elise Cloyd**Rev Codes AGY POL ISSUE**600 Fairmount Ave., Ste 306
Towson, MD 21286-1002**Sales Office PHIProduct Codes PL-IssueSales Region NATPriority P-3Agency RefAdvertiser RefPrimary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 9600

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	4	\$5,100.00	\$6,000.00	0.00	07/30/12	08/26/12	4	\$5,100.00	\$6,000.00
September 2012	2	\$3,060.00	\$3,600.00	0.00	08/27/12	08/28/12	2	\$3,060.00	\$3,600.00
Totals	6	\$8,160.00	\$9,600.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKMG	08/23/12	08/24/12	M-F 11p News M-F 11p News	CM	11-1135p	---TF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2	\$1,800.00			0.00					
2	WKMG	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----1		1	\$1,300.00			0.00					
3	WKMG	08/26/12	08/26/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----1		1	\$1,100.00			0.00					
4	WKMG	08/27/12	08/28/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00



WKM

Print Date: 08/14/12

Page 2 of 2

Contract / Revision256888 Flight Dates **08/22/12-08/28/12**Hiatus DatesOriginal Date / Revision 08/14/12 / 08/14/12Order Sep 00:15:00Advertiser **POL/60 Plus Association** Product **60 PLUS ASSOC SENATE** Estimate # **1907**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Totals	
														Amount	
4	WKM	08/27/12	08/28/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----		2				\$1,800.00		0.00			
														Totals	6 \$9,600.00

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 256885

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Elise Cloyd /Mentzer Media
Name

600 Fairmount Ave, Ste. 306 Towson, MD 21226
Address

Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:

James L. Martin

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the Primary Election, General Election, or Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is GO PLUS ASSOC..
- b. The Purchaser is _____.

NOTE: If the ad relates to an issue of state or local (not national) importance
and does not refer to a candidate, only this Form should be filed in the Political
File. Do not file the Order.



WKMG

ORDER

Print Date 08/14/12 Page 1 of 2

Flight Dates 08/15/12-08/21/12

<u>Contract / Revision</u>	<u>256885</u>	<u>/</u>	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>			<u>60 PLUS ASSOC SENATE</u>	<u>Estimate #</u>	<u>1906</u>
	<u>08/14/12</u>	<u>08/14/12</u>	<u>Agency Com</u> 15%	<u>Alt Order #</u>	<u>06277828</u>
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	<u>POL/60 Plus Association</u>		<u>600 Fairmount Ave., Ste 306</u>	<u>Order Type</u>	GENERAL
			<u>Towson, MD 21286-1002</u>	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	<u>Mentzer Media Services</u>			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>	<u>Elise Cloyd</u>			<u>Demographic</u>	A50+
			<u>Sales Office</u> PHI	<u>Rev Codes</u>	AGY POL ISSUE
			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL-Issue
	<u>600 Fairmount Ave., Ste 306</u>		<u>Agency Ref</u>	<u>Priority</u>	P-3
	<u>Towson, MD 21286-1002</u>			<u>Advertiser Ref</u>	

Primary Account Executive

Kristen Waskie

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Kristen Waskie	100%		

Order Share 100% Market Value 9600

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
August 2012	6	\$8,160.00	\$9,600.00	0.00	07/30/12	08/21/12	6	\$8,160.00	\$9,600.00
Totals	6	\$8,160.00	\$9,600.00	0.00					

Billing Plan

<u>Totals</u>
Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount
1 WKMG 08/16/12 08/17/12 M-F 11p News CM 11-1135p ---TF--- :30 2 \$1,800.00 P-3 0.00 NM 2 \$3,600.00
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 08/13/12 08/19/12 ---TF-- 2 \$1,800.00 0.00
2 WKMG 08/19/12 08/19/12 CBS Sunday Morning CM 9-1030a -----1 :30 1 \$1,300.00 P-3 0.00 NM 1 \$1,300.00
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 08/13/12 08/19/12 -----1 1 \$1,300.00 0.00
3 WKMG 08/19/12 08/19/12 Face The Nation CM 1030-1130a -----1 :30 1 \$1,100.00 P-3 0.00 NM 1 \$1,100.00
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 08/13/12 08/19/12 -----1 1 \$1,100.00 0.00
4 WKMG 08/20/12 08/21/12 M-F 11p News CM 11-1135p MT---- :30 2 \$1,800.00 P-3 0.00 NM 2 \$3,600.00
Start Date End Date Weekdays Spots/Week Rate Rating



WKM

Print Date: 08/14/12

Page 2 of 2

Contract / Revision**256885** Flight Dates **08/15/12-08/21/12**Hiatus DatesOriginal Date / Revision 08/14/12 / 08/14/12Order Sep 00:15:00Advertiser **POL/60 Plus Association** Product **60 PLUS ASSOC SENATE** Estimate # **1906**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
4	WKM	08/20/12	08/21/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2	\$1,800.00			0.00					
														Totals	6 \$9,600.00